

## ORDER



**Orders**  
**Order / Rev:** 725505  
**Alt Order #:** 06399273  
**Product Desc:** OBAMA SKED A ADD  
**Estimate:** 2264  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** Political

## WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	18	\$14,880.00	\$12,648.00
11/05/12	11/11/12	9	\$6,170.00	\$5,244.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	27	\$21,050.00	\$17,892.50	0.00
<b>Totals</b>	<b>27</b>	<b>\$21,050.00</b>	<b>\$17,892.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	28%	\$21,050.00
Market	100%	\$75,178.57

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$12,028.57
WCWJ	0%	\$0.00
WJXT	24%	\$18,042.86
WJXX	8%	\$6,014.29
WTEV	24%	\$18,042.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/30/12	11/05/12	5a-530a	CM	M-F 5a-530a	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				5a-530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$200.00		0.00			
E 2	WTLV	10/30/12	11/05/12	530a-6a	CM	530a-6a	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				530a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$200.00		0.00			
E 3	WTLV	11/06/12	11/06/12	530a-6a	CM	530a-6a	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				530a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$200.00		0.00			

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 Estimate: 2264  
**WTLV-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	10/30/12	11/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$900.00		0.00			
E 5	WTLV	10/30/12	11/05/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$950.00		0.00			
E 6	WTLV	11/06/12	11/06/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	-T-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$950.00		0.00			
E 7	WTLV	10/30/12	11/05/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$800.00		0.00			
E 8	WTLV	10/30/12	11/05/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$875.00	P-1	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$875.00		0.00			
E 9	WTLV	11/06/12	11/06/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	-T-----	:30	1	\$875.00	P-1	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$875.00		0.00			
E 10	WTLV	10/30/12	11/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	2	\$170.00	P-1	0.00	NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$170.00		0.00			
E 11	WTLV	10/30/12	11/05/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		1				\$475.00		0.00			
E 12	WTLV	11/06/12	11/06/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-T-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$475.00		0.00			
E 13	WTLV	10/30/12	11/05/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$575.00		0.00			
E 14	WTLV	10/30/12	11/05/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$1,000.00		0.00			
E 15	WTLV	10/30/12	11/05/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$1,400.00		0.00			
E 16	WTLV	10/30/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTFSS		2				\$400.00		0.00			
E 18	WTLV	11/04/12	11/04/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$160.00		0.00			
E 19	WTLV	10/30/12	10/30/12	Tues Prime Other Tue Prime Special 2+ Hour	CM	Various	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 19	WTLV	10/30/12	10/30/12	Tues Prime Other Tue Prime Special 2+ Hour	CM	Various	-T-----	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-T-----		1				\$2,500.00		0.00		
E 20	WTLV	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas	-----S	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S		1				\$2,500.00		0.00		
Totals													27	\$21,050.00